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## RIGHT-WING GROUP IN CAMPUS APPEAL

**Constructive Action, Inc., to  
Mail 400,000 Books**

**By PETER BART**

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WHITTIER, Cal., Feb. 5.—The big red sign in the outer office said, "Americanism spoken here." A boy was hard at work stacking books bearing such titles as "Clichés of Socialism" and "None Dare Call It Treason."

The cramped office serves as headquarters for one of the nation's most aggressive, if little known, conservative organizations.

Called Constructive Action, Inc., the organization has distributed millions of right-wing books and film clips around the nation, yet typically it does not post its name on its suite of offices and its officials avoid press interviews.

"We just don't like publicity," explained Ted Loeffler, the spare, solemn young man who presides over the organization.

Mr. Loeffler is now busy preparing what will doubtless be his organization's biggest effort to date. Constructive Action, convinced that Communists are recruiting many students, plans this spring to deluge 25 college campuses with about 100,000 copies of right-wing books, among them, "Up From Liberalism" by William F. Buckley Jr., "Masters of Deceit" by J. Edgar Hoover, "You Can Trust the Communists" by Dr. Fred C. Schwarz, who heads the Christian Anti-Communist Crusade and "It's Very Simple: The True Story of Civil Rights" by Alan Stang. Paperback editions of these works will go to Harvard, Yale, Columbia, Georgetown, Cornell, Boston University, Princeton, Dartmouth and other institutions.

### Books Are Hailed

Mr. Loeffler, who was graduated from Yale in 1949 with a degree in sociology, believes that "these are among the most powerful conservative and anti-Communist books ever written."

Mr. Loeffler, who recorded his answers on a tape recorder as he spoke, declared:

"The trend in this country is not hard to analyze. This country is headed for a totalitarian form of government. Communism threatens us from within and without."

Constructive Action, established in 1963, has been one of the most aggressive of the right-wing "education and information" groups. The organization says it distributed about three million copies of conservative books during the Presidential election of 1964. Last year it distributed 450,000 copies of "None Dare Call It Treason" to college and high school students as part of an essay contest.

The contest, run through an organization called the Americanism Educational League of Inglewood, Calif., invited students to write a critique on the anti-Communist tract by John Stormer, which has become gospel to ultraconservative groups. The first prize was \$2,000.

### Birch Society Cited

Most of the books it dispenses are also among those that are sold at the 340 American Opinion Book Stores operated around the nation by the John Birch Society.

Mr. Loeffler, however, insists his organization is not affiliated with the Birch group and that he is not a member. Asked whether he agreed with its ideas, he answered:

"I've never studied the teachings of the society. I'm just not much of a joiner."

Most of the works distributed by Constructive Action take an approving view of the Birch Society. "Slightly to The Right," a paperback by H. L. Richardson, calls the society "a legitimate pro-American organization" that "the Communists" have tried to make into a "scare word."

In a special appendix to its books, Constructive Action urges its readers to subscribe to such ultraconservative publications as The Manion Forum, the

Wanderer and The Dan Smoot Report.

Until recently, Constructive Action has financed its activities through appeals to a small circle of financial "angels." These include Walter Knott, operator of the vast Knott Berry Farm; M. W. Brainard, who made a fortune manufacturing refrigeration units for trailer trucks as founder of the Transcold Corporation; A. Maxson Smith, a Los Angeles lawyer, and Dr. Frank Rogers, a Whittier surgeon.

Now, however, the organization is seeking general public support for the first time and has sent out thousands of letters soliciting funds. Mr. Loeffler said the results had been "very encouraging."

Mr. Loeffler, who holds the title of secretary-treasurer, said he was relatively uninterested in politics until about five years ago when former Premier Khrushchev of Russia visited New York City.

"I realized this man stood for something I knew nothing about," he said. "I decided to study Communism."

He quit a job with a printing company and spent 18 months reading books about Communism. Mr. Loeffler said he met Mr. Brainard at a conservative meeting three years ago and they decided to set up Constructive Action, of which Mr. Brainard is now president.

"I'm not one of these people who goes around calling himself a right-wing extremist," he explained. "I like to think I represent middle-of-the-road principles and that the country has shifted to the left of center. I think that there are many threats to our country. One stems from the growing power of central government. Another stems from the debasement of our currency."